

Message Text

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E.O. LL652:N/A

SUBJ: VOLSPKR WILLIAM EBERLE

REF: ROME 7353

STATE FOR CU

USIA FOR ICS/D; IEU

1. AMBASSADOR WILLIAM EBERLE, MOTOR VEHICLE MANUFACTURER'S ASSOCIATION, WASH. DC. VOLSPKR, ICS/DE "U.S. TRADE POLICY IN THE CONTEXT

OF THE CURRENT ECONOMIC SITUATION IN WEST EUROPE". LOCATION:

UNION OF INDUSTRIALISTS, NAPLES, MAY 14, 1976. WS-OO

2. QP-VG, ED-G, AR-G, RO-E.

3. EBERLE MADE A 30 MINUTE PRESENTATION BEFORE A SELECT GROUP OF 18 INDUSTRIALISTS, BANKERS, AND GOVERNMENT OFFICIALS, THE AIN

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POINT OF WHICH WAS THAT THE U.S. WILL BE AN OPEN, ACTIVE, WILLING-STABLE TRADING PARTNER WITH A BOOMING ECONOMY AND A WILLINGNESS TO NEGOTIATE TRADE DIFFERENCES. INSTEAD OF BECOMING PROTECTIONIST, THE U.S. WANTS TO PARTICIPATE IN WORLD TRADE ON A FAIR, EQUITABLE BASIS. HE NOTED THAT THE TREND IN THE U.S. IS AWAY FROM MANDATED TRADE RULES TO INCENTIVES AND DISINCENTIVES, WHILE THE TREND IN EUROPE IS TOWARD MORE GOVERNMENT OWNERSHIP, REGIONAL RESTRICTIONS, AND REGIONAL AGREEMENTS. HE WARNED THAT THIS MIGHT BE A SOURCE OF PROBLEMS, AND RE-EMPHASIZED THE NEED FOR NEGOTIATING DIFFERENCES. EBERLE ENDED HIS TALK SAYING THAT THE U.S. MARKET WILL REMAIN A GOOD ONE FOR ITALY, AS LONG AS THE ITALIANS CAN REMAIN COMPETITIVE, ESPECIALLY IN THE AREA OF LABOR

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COSTS, BUT HELD OUT NO FALSE HOPE THAT THIS WOULD BE EASY, SINCE

U.S. UNIT COSTS HAVE BEEN DROPPING, MAKING AMERICA MORE COMPETITIVE THAN IT HAS BEEN IN A LONG TIME. HIS TALK WAS WELL RECEIVED AND HE COULD BE PROGRAMMED EFFECTIVELY IN OTHER AREAS OF SOUTHERN ITALY. OPPEN

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